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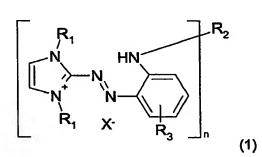
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(54) Title: CATIONIC DIRECT DYES



(57) Abstract: The present invention relates to novel the cationic dyes of formula (1) wherein R<sub>1</sub> is an unsubstituted or substituted C<sub>1</sub>-C<sub>14</sub> alkyl or an aryl radical; X is an anion; R<sub>3</sub> is an unsubstituted or substituted  $C_1\text{-}C_{14}$  alkyl, aryl radical,  $C_1$ - $C_6$  alkoxy, cyanid, nitro or halide; n is 1 or 2; and if n is 1. then R<sub>2</sub> is hydrogen, unsubstituted or substituted C<sub>1</sub>-C<sub>14</sub> alkyl; or if n is 2, then R2 is an unsubstituted or substituted C1-C14 alkylen. Further, the present invention relates to compositions thereof, especially comprising other dyes, to processes for the preparation thereof and to the use thereof in the dyeing of organic material, such as keratin, wool, leather, silk, paper, cellulose or polyamides, and preferably human hair.